Development Management - Delegated Officer Report

Application Number: AWDM/1399/21 Recommendation – APPROVE

Site: Unit 2 Dolphin Way, Shoreham-By-Sea

Proposal: Installation of 1 no. non-illuminated totem sign to replace existing on corner of Dolphin Road and Dolphin Way

Date of site visit: 7th September 2021

Neighbours checked: Y

Additional neighbour notifications: N

Proposal, Site and Surroundings

The application site is on the corner of Dolphin Road and Dolphin Way within the Dolphin Industrial Estate in Shoreham-By-Sea. The proposed non-illuminated totem sign is 5.5 metres high, 1.22 metres wide and 0.24 m in depth. It provides information as to the location of the businesses occupying Dolphin Way. It is to be positioned on the corner of the frontage of Unit 2 within a vegetated area enclosed by a low level wall.

The applicant's agent has confirmed that the totem sign will replace an existing similar sign which is to the east further along Dolphin Road where it meets Evershed Way. The proposed sign has the same dimensions as that existing.

Representations

None received

Relevant Planning Policies

Adur Local Plan 2017 Policy 15
National Planning Policy Framework (July 2021)

Planning Assessment

Principle

Policy 15 of the Adur Local Plan states that express consent will only be granted for advertisements which respect the character and appearance of the surrounding area, and do not create a danger or hazard to public safety. Where an illuminated advertisement is acceptable in principle, such advertisements should be either externally illuminated or have internally illuminated individual lettering with a solid or opaque background.

Visual amenity

The proposed sign will be clearly visible within the street scene, it will give clear information to visitors as to the location of the businesses in Dolphin Way and appears to be a much more suitable location than the existing sign giving information on entry to the industrial area. It is not considered to be out of keeping and provided that the existing sign is removed this replacement is acceptable. There will be no impact upon highway safety.

Residential amenity

Residential properties to the west in Corbyn Crescent may be able to see the sign from their properties however it will not result in any harmful impact. No overbearing impact or light pollution will occur. There would be no justification for a refusal in this case within the context of the site.

Recommendation

APPROVE

Subject to Conditions:-

1. Approved Plans
2. 5 standard conditions.
3. The non-illuminated totem sign hereby permitted shall replace the existing totem sign at the Junction of Dolphin Road and Evershed Way. This sign shall be removed within 1 month of the implementation of this advertisement consent.
   Reason: - In the interests of visual amenity and to avoid unnecessary signage therefore complying with Policy 15 of the Adur Local Plan.

Is recommendation contrary to letter(s) of representation? N

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Case Officer: Hannah Barker Date: 7th September 2021

Authorised by: Peter Barnett Date: 8 September 2021